



Marketing Management

October 6th, 2010 Author:

Marketing management involves choosing target markets that not only get new customers but also retain the existing ones. It is a business subject, which is based on research and study of practical applications of marketing techniques and management of the marketing resources. The one who excels in this field is known as marketing manager. The job of the marketing manager is to influence the timing and level of customer demand so as to help the sales. It actually depends on the size of the business and environment in the corporate industry. Like if he is working in a huge production company, he will be the general manager of a particular product category assigned to him and he will be responsible for profit and loss with respect to the product. And in small business there is no marketing manager as his job is taken over by the partners of the company.

Creating and communicating best customer values can increase the number of customers. The steps taken and resources utilized to maintain existing customers and get new customers fall under marketing management. The scope is quite large because it not only consists of developing a product, but also retaining it. The term marketing management has many definitions. It actually depends on individual firms and how the marketing department functions and activities of other departments like operations finance, pricing and sales.

Before deciding about a marketing strategy, the company must do an in-depth study about their business, and the market. This is where marketing management merges with strategic planning. Usually the marketing strategies are of three types, customer analysis, company analysis and competitor analysis. Using the customer analysis, the market is broken down into different types of customers. The marketing management realizes the characteristics and other variables of each group. They are geographical location, demographic, customer behavior pattern and need. Like a group of people can be recognized who can be less price sensitive, purchases often and are growing. Such groups can be worked on by heavy investments as they are worth the money and time. They cannot only retain such customers and make new customers in this group but they can go to the very extent of turning back customers who don't belong to this group. Understanding the needs makes customer's expectations to be met per their satisfaction, better than the competitors, which will lead to higher sales and obvious profit.

Company analysis highlights the cost structure and resources of the company and cost position when compared to competitors. The accounting executives use it to learn about the profit earned by a particular product. From time to time, audits are conducted to study about the strengths of various brands of the company.

Marketers using competitor analysis build detail customer profiles. It gives a clear picture about the strengths and weaknesses of the firm, when compared to a competitor. The competitor's cost structure, resources, competitive positioning, degree of vertical integration, product differentiation, and profits are studied in detail and are compared to what company is doing in those regards.

The marketing management to do marketing analysis carries out marketing research. The most common of such researches are qualitative marketing research, quantitative marketing research, experimental techniques and observational techniques.

After all the studies and researches are conducted, its easier for the marketing manager to make strategic decisions and they then can design a marketing strategy to increase the profits and revenues of their company. The other goals can be profit over the long run, market share, and revenue growth.

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Finance Careers A Continuous Demand in The Future

October 5th, 2010 Author:

Your decision to have a finance career can be a start of something big for you. According to latest employment and business trends, the growth of the world economy plus the increasing number of people retiring in the next decade will create a demand for finance professionals.

If you're already in the industry, then it is possibly the best time to take post graduate courses to increase your chance of landing better opportunities when the finance career employment peak kicks in. And if you're just entering college, a career in finance may be something that you should really consider.

Before even thinking of a career in finance, the field does require a certain level of skills and knowledge which you can learn. Finance professionals are expected to organize, analyze and interpret numerical and financial data. They are expected to arrive at sound decisions based on the data that they have. They should be meticulous and show attention to details.

It is also expected from them that their oral and written communications skills are beyond average since they will be expected to present data and information to others. Having knowledge of financial and economic history, practices, laws, trends, as well as having economics and accounting background is often an advantage.

In a career in finance, you can either go to private, public or non-profit organizations since all those three needs some levels of financial management and control. Finance professionals often find themselves employed in commercial banking, financial planning, money managing, corporate finance, investment banking, insurance and, of course, in real estate. These are the fields that finance professionals are often in demand.

Commercial banking means having an opportunity to work in the areas of financial management, accountancy and auditing, securities, commodities and financial services sales. There's also an opportunity to work in the area of financial and credit analysis since commercial banks are there to provide banking services to individuals as well as small and large businesses and organizations.

When you work in commercial banks, you may want to take the opportunity to learn more about businesses. Interacting with bank clients should be taken as an opportunity to build a people network. And because commercial banking is more diverse now that before, you can start as a bank teller and move up in areas like leasing, credit card banking, international finance and trade credits. Once you're inside the commercial banking system, it would be nice to keep your eyes open for better opportunities within the industry.

If you're not fond of commercial banks, you might want to look at corporate finance. In this area, part of your responsibilities as a finance professional is to find money for the company, plant for the future, make acquisitions whenever necessary and whenever there's an opportunity, and help manage the company's present finance. Fast problem-solving skills will be hand in this area of finance.

The good thing working in corporate finance is that it pays well, you get to travel and meet with lots of people, make business decisions that matters, and can hone your decision making skills.

Other areas where you can grow as finance professional include financial planning which involves helping individuals organize, manage, and plan their financial futures. You are expected to guide clients on their retirement needs, planning for their children's education, etc. Your knowledge on investments, taxes, and listening skills should be exemplary.

You can also carve your career as a finance professional in the field of insurance. Helping individuals and businesses prepare for emergencies or disasters that would otherwise result to big losses would be the main course of your job.

Investment banking is yet another area where you can be good at. This time, you will be helping companies and even governments issue, purchase or trade securities, manage financial assets, and provide sound financial advice.

You can also be a successful money manager. As money managers you will be holding stocks and bonds for institutional clients. You're expected to be informed and know how to analyze market trends using either quantitative techniques or simple intuition.

And finally a career on real estate is always something that you might have seen coming as a career in finance professional. You can get employment opportunities in areas like brokerage and leasing, in title insurance, in mortgage banking and even in construction and property management.

Real estate appraisals are also an important aspect of real estate work that you can take full advantage of.

Who's That Squatting on My Domain?

October 4th, 2010 Author:

In the world of the internet, there are a lot of strange new ideas and words. If you have taken that step of setting up your own web page, you already know what a "domain" is. Basically a domain is that phrase used to find you on the internet. For example, if you set up a web page to see your modern art, you can create a name like, joesmodernart.com and people can find you on the internet that way. So in this example, joesmodernart.com is your "domain name".

For the internet to work, though, only one person or business can have joesmodernart.com for their domain name. That unique name is like your phone number online. Anyone, anywhere in the world that goes to their browser and keys in www.joesmodern.art.com will find your site on the internet. So to keep things orderly, domain names are sold on a first come first serve basis.

But the problem comes when someone learns to abuse the system. The internet and setting up web pages has become big business. So, as with any situation where there is money to be made or a crime to be committed, the internet has attracted its share of criminals and people who want to take advantage of honest people.

In the case of domain names, the crime that has caused endless grief for legitimate web site owners is called "cyber squatting". Cyber squatters take advantage of the fact that there are ways to "steal" someone's domain name. The idea is to hijack someone's domain name so they have to buy it back from the squatter. That approach is similar to a hostage situation. There are many variations on the cyber squatter formula for stealing commerce from good honest internet businesses including

- * Setting up a parallel business so people think they are buying from a trusted company but they are actually giving money to a criminal operation who will not honor the purchase.
- * Setting up an alternate business to hurt the original owner of the domain. For example, if someone is disgruntled at their local bank because they got turned down for a loan, if they can cyber squat on the bank's domain name, they can create an "I hate XYZ bank" web site to hurt the bank's credibility with their good customers.
- * Jumping in during the short period of time when the domain name needs to be renewed and gaining ownership over it. Domain names are generally for a specified period of time of a year, three years, etc. So if you don't pay your renewal, that name can become the property of someone else. If a cyber squatter steals that name away during the renewal period, they can hold you hostage to get that valuable name back.

There are even notable cases where criminals divert traffic to pornography sites by cyber squatting on a legitimate business site. Another clever ploy of cyber squatters is to purchase your exact same domain name with a different extension. So if you own joesmodernart.com, a cyber squatter might buy joesmodernart.net, joesmodernart.biz, joesmodernart.gov and any of the other popular extensions. By building a site out there under your domain name with an alternate extension, they can draw traffic to that bogus site and hijack your visitors, the traffic you would be getting and maybe even the revenue from sales that you can expect because your web site is well known for quality goods or services.

This problem has become so wide spread that congress has stepped in and put some laws on the books to help out legitimate web site owners. The strongest law on the books is called the Anticybersquatting Consumer Protection Act or the ACPA for short. This law gives you some muscle you can use to bring a lawsuit against anyone who is using cyber squatting to hijack all the hard work you have put in to build that web site.

You will need some legal help to take this law and use it to protect your rights. But like anything else, your domain name and your cyberspace "property" has a value to you. So if someone is using some internet trickery to "squat" on your domain name, it is worth your while to defend it.

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Staying Healthy on the Road

October 3rd, 2010 Author:

You can tell an experienced business traveler from one who is new to the experience. It is easy for someone new to business travel to participate in excesses on the road. As business traveler, you are an adult and you are trusted by your company to conduct yourself in a businesslike fashion during your time out representing the firm. But it is easy to let the idea of an expense account and free time in a far away town get the best of you and to let yourself go as you travel.

These kinds of excesses are the types of behavior that you will see an experienced business traveler avoid. If you are setting out on a lengthy business trip perhaps lasting many weeks and traversing many cities, the road itself can take a toll on your health and well being. The disruption to your normal life patterns, the hard work and the stress of making connections and moving from town to town can introduce levels of fatigue that can take a toll and even lead to illness on the road. And there is no more unpleasant experience than to be ill while traveling for business and to still have to do your duties despite your poor health.

It is for this reason that observing some strict rules of good living on the road will pay off over the life of the trip and make the rigors of travel much less serious. Much of the discipline of business travel involves simply introducing a daily routine to your life that includes some healthy activities so you can keep your physical, mental and emotional state in good shape and ready for business each and every day. Some simple but effective rules to live by for a healthy business travel experience include

- * Sleep routines. A good nights sleep is something we take for granted. And to get into a rested state takes more than just a bed and an alarm clock. You have routines at home that you use to cycle down toward rest. Adapt those to life on the road and allow yourself that hour before bed to get ready to rest as well as ample time to rest as well as sleep. Both are necessary for good health.

- * Regular exercise. Most hotels have an exercise room or pool you can use to get some motion into your muscles. Sitting in airplanes or conference rooms can cramp your muscles and keep you from maintaining good flexibility. Even if it is nothing more than taking a walk after dinner or doing some simple exercises at night in the hotel, give your body some movement so stretch those muscles and get some fresh oxygen into your blood.

- * Time not working. For the sake of your mental health, take some time just for you. If you are in a town that has some fun things to see, get away from the business side of business travel and go to the zoo or a museum or see an attraction to give your mind a break from the stress of business. And take a few hours at night to relax in the hotel and read a book or watch your favorite TV show. You need that mental down time to recuperate and process all that is going on during your trip.

- * Good foods. Don't cave into the temptation to eat fast food. Look for restaurants that will serve you well-rounded meals. Make sure you eat fruits, dairy, vegetables, breads and good healthy proteins each day.

- * Don't drink. Alcohol, while fun, is a huge drain on your body's resources. The time drinking and recovering makes demands on your body that take away from your stamina and ability to stay healthy each day. So avoid alcohol other than perhaps a glass of wine at night. You will survive the trip so much better if you are careful about your alcohol consumption.

Some of these ideas seem almost ridiculously simple. But if you have done any business travel at all, you know that sometimes the simple requirement of a healthy diet and some time to yourself to exercise and rest can be elusive in a busy work schedule. But if you make it a priority to live well on the road as you do at home, you will come home ready to deal with home issues without having that long time to recover from the trip.

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Digital Asset Management

October 2nd, 2010 Author:

In recent years, various devices have been made to fully maximize the use of digital technology. You have digital cameras, the Ipad, DVD's, CD's and MP3's. This can be downloaded or uploaded in various websites. As a result, companies who make money online have to focus on digital asset management as this has become just as important as other assets.

Digital asset management or DAM for short consists of annotating, cataloging, ingesting, storing and retrieving of digital assets such as videos, photographs, animation and music using various hardware and software systems. It also refers to the archiving, backing up, downloading, exporting, grouping, maintaining, optimizing, rating and thinning of these files.

Thanks to advances in technology, a digital asset may now be available in different formats. Examples of these could be manuscripts, plays, music, and videos that could all be created digitally and then downloaded by whoever wants it. Some sites will give this to you for free while others will require you to pay a small fee.

So companies can avoid having problems with the information being uploaded to their site, it is best for them to invest in a software technology solution that can archive, categorize and

catalog these digital files. Although it will cost them a lot of time and money, doing so will assure the public that these can be safely and easily stored and retrieved whenever it is needed.

Since viruses could corrupt these files, another component of effective digital asset management is through an efficient and regular back up process. This will allow the company to retrieve those files in the event that these were lost due to an emergency or a disaster.

Aside from online businesses, there are also others who use a similar digital asset management system. These include the following brand asset management systems, these are often used by companies for marketing and sales related efforts. Examples of the data they need to store are photos, logos and marketing paraphernalia.

Then there are library asset management systems which is why schools and others use to store data. Examples of these are newspaper clippings which is an improvement from the kind that was converted into microfilm.

Perhaps one of the biggest challenges in choosing which DAM system to invest in is who will be using the system and how it works. The people you hire should be familiar with it so they can easily store the files. However, if the average Joe will upload files, does he or she have the technical level to understand that?

You should assume that this person does not know anything so you have to get a DAM system that is very user-friendly.

Is there one company out there that can provide the best all in one digital asset management system? The answer is no because it is still growing making it a work in progress. This means that digital asset management is not just about buying the right equipment but also having the right people to manage the archiving process.

In conclusion, digital asset management is important in any business that has to store vast amounts of data. Without the system, it will take some time to find files that were uploaded several months ago when those who have such a system in place will be able to see it in a matter of seconds.

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Help Your Business with the Unsecured Line of Credit

October 1st, 2010 Author:

The importance of maintaining credit in a good standing must be known by every business owner. Through a sufficient credit line, a business is given more flexibility in acquiring the necessary funds it requires. As the business continues to grow, a bigger credit line is necessary. There are two financing alternatives accessible that the business owner needs to consider: the small business credit cards and the unsecured business line of credit.

The Small Business Credit Cards

One of the two ways that can help the business obtain the financial resources it requires is through the small business credit cards; it is also one of the most common tools used in business financing. Small business credit cards can be ideal for new entrepreneurs since they are easier to obtain and some even offer flexible options for a business. Additionally, there are suppliers that accept payments through the use of small business credit cards. This would enable small business to be at par with other business and maintain the stocks with the materials needed for its production.

However, small business credit cards also have disadvantages. Such cons may exist in the requirement of guaranteeing the card by newly formed businesses. This is a common requirement for some credit card companies. And so, the credit card will appear on the company owners' personal reports on credit.

As you review your business credit card, you should ask the credit card company if this will be reported under the business name or your name personally. However, there are several issuers that are open to putting it in the business name only if the owner has a good personal credit.

The Unsecured Line of Credit

For larger expenses, the unsecured line of credit is a more appropriate financial resource. The unsecured line of credit can also offer the same flexibility of a small business credit card but with a lower interest rate and a relatively bigger credit limit.

There are several creditors who offer secured line of credit but with lower interest rates. You would also need to use some kind of collateral as a protection against your debts. Through the use of an unsecured line of credit, the possibilities in relation with tolerating your assets to be

utilized for security are shunned.

As compared to the application for a business loan, acquiring an unsecured line of credit is easier. On the other hand, in order for the unsecured line of credit to be approved, the company is still required to be able to present an excellent status in their business credit.

Maintaining and Building a Business Credit

If you are looking for a method to fund your business, it is important to consider if you will qualify for an unsecured line of credit. However, the business credit score should be reviewed and must be enough to acquire such credit. Fortunately, it is never too late to improve your score and doing the correct actions early, such as opening a business credit card account in the business name only would help you to see improvements on your score.

Building a good business credit is always emphasized whenever applying for a business funding. From the time you launch your business, it is important to make it your goal to establish your business credit and keep it in a good standing.

When the time comes that you will need financing, you will easily qualify for an unsecured line of credit.

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Loans Online are as Popular as Ever

September 30th, 2010 Author:

[Loans for bad credit](#) are meant for those individuals who are struggling with their bad credit record. The loans offer them monetary assistance so that they can take care of their Borrower can source these loans as per their need and requirement in the classical format of secured and unsecured. The best deals on the loans are available online.

Secured loan means the borrower has to put up one of his assets such as home as a guarantee to the lenders so that in case of default or delay in repayment the lender takes up the mentioned asset. While unsecured loans do not require such declarations so, naturally their interest rates tend to be high. To get the best deals on these loans, you can prefer to apply online.

The loans are made available in secured and unsecured form. With these loans, the borrowers have a chance to retain their financial freedom. To derive the loans instantly, borrower should prefer using the online application mode.

[90 day loans](#) provide loans for people with bad credit. Loans for bad credit help you avail cash loans when you are in need. Lenders do not require any credit check to approve these loans. Borrowers can easily apply through online by sitting in their homes or office.

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Who Will Benefit From A Non Profit Debt Consolidation Service?

September 30th, 2010 Author:

Anyone who finds themselves so deeply in debt that they are no longer able to keep up payments to creditors while the fees and interest rates just keep accumulating, is a prime candidate for a non profit debt consolidation service. Some of the people who would benefit from a non profit debt consolidation service find themselves on the verge of foreclosure and/or bankruptcy.

When you contact a non profit debt consolidation service, you will be seeking the advice of a Certified Credit Counselor. The counselor will help you design a payment plan tailored to your needs. This service also includes working with your creditors to waive, or reduce fees and interest rates and in some cases they will be able to reduce the debt owed by 50 to 80%. This means a huge savings for you any way you look at it.

The objective of a non profit debt consolidation service is to help you save or repair your credit rating and keep you from foreclosure or bankruptcy. The credit counselor knows the rules and policies of your creditors and are able to negotiate the best possible deal with your creditors. You will be able to reduce the amount you are paying to your creditors each month which will lessen your burden and allow you to breathe easier knowing you will not have to struggle so hard to meet your monthly bills.

It is important to remember that a non profit debt consolidation service is usually not free. You will pay them a monthly fee to provide this service for you. Once you have agreed on a plan

you will pay one monthly payment to cover all of your debts. This will include a fee for their services. The non profit debt consolidation service will see that all of your payments are made on time. You will need to do nothing more, and will still receive monthly statements from your creditors and a monthly statement from the debt consolidation service listing the creditors that were paid and how much.

While it is worth the fee to get out and stay out of debt, as with any business you need to beware of scams. Do your homework and make sure you are dealing with a reputable business. You may want to hire a company that belongs to the Better Business Bureau as they are scrutinized more closely than other companies.

Most of the non profit debt consolidation service companies offer educational programs to teach consumers how to stay out of debt and still live a good life. They also offer information on the way credit works and how you can make it work for you. Everyone needs a good credit rating to be able to get anywhere in this world.

The certified counselors should be available to answer any questions you may have, whenever you need to ask them. Most debt consolidation companies have a website where you can access your account 24 hours a day, seven days a week. You will be able to see the progress you are making as bills are paid off and you will have the peace of mind knowing you are getting out of debt.

Your monthly payments will not change until you are finished with the program. Once a bill is paid in full, the extra amount will go onto another bill to pay it off, and so on, until you are debt free.

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American Credit Report

September 30th, 2010 Author:

A credit report is a document that shows all the information collected by the credit bureaus. Whenever you buy something with a monthly payment, the people who you collect your bill report this information to create a credit report. Additionally, the credit report will also give you a number that each credit bureau assigns to you, called a credit score. You can get your [Free Credit Score](#) on line.

Your credit report is a compilation of records of all the credit items you have had and a history of your record of payments. Your score is an analysis of the amount of credit you have available and are using, combined with the record of payments you have made over the past few years.

Most entries on your [Credit Report](#) will show the date the credit item was opened, the credit limit of the account, the highest balance you have used and the monthly payment due. A date next to each item shows the last date you paid and another entry shows whether the account was paid, charged off or still active.

If you are trying to build or rebuild your credit, you want as much good information as possible to show up on your credit report. Should you find any errors on your credit report send a formal request to the credit bureaus and have the incorrect information removed? If you don't have the time to do it yourself, there are online credit report tools that can walk you through the process.

The annual report is one of the three basic types of reports. Three of the biggest [American Credit Report](#) agencies – Experian, TransUnion and Equifax prepare an annual report every year. This way, consumers can read and understand about their credit history and about American consumer credit history.

By now, most Americans understand the importance of credit monitoring as a protective measure against identity theft and reporting errors that may jeopardize one's financial standing. What may be more difficult knows how to read one's report or the steps that need to be taken to dispute errors.

Basically, it is a very important document that contains all credit accounts. To elaborate, it includes personal information, details of your account payment history, credit card or loan balance, credit limit or original loan amount and the different types of accounts you are currently using. However, there are three types of reports that are fit to your lifestyle.

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What Google Knows

It wasn't that long ago that a tremendous scare went through the internet community. The issue had to do with the huge amount of data that can be collected on individuals using search engines online. This large body of information naturally drew the attention of the Homeland Security agencies who are charged with the job of finding out all they can about potential sleeper cells of terrorism in this country.

The stand off came when the government began to demand access to the search records of all users of the major search engines. When this upcoming struggle for privacy began to come to a head, many of us who depend on search engines for both personal and business research began to get that "big brother is watching" feeling.

It's a tough compromise. We know that our government must have the ability to find and put a stop to security risks that might result in another disaster like September 11th 2001. But at the same time, Americans are tremendously protective of their liberties, their privacy and their right to be left alone by the government.

Of all of the search engines who were in the spotlight during that struggle, Google's resistance to allowing undue invasion of privacy of their customers stood out as an act of courage in a difficult confrontation. It turned out that Homeland Security really wasn't becoming "big brother" and was simply researching how to use statistical data to possibly find terrorist patterns in search engine usage. But many of us remember that while Yahoo and others knuckled under quickly, it was Google who stood up and protected user information rather than immediately turn it over to Uncle Sam.

This stand reflects a long established business ethic that Google has maintained to be protective of the data it collects about users of its search tools. That protective nature has more benefits than just building our confidence that Google is a safe tool for all of us to use. Google indeed has at its disposal a tremendous library of personal information on anyone using its search tools. And as the dominant search engine in the industry, this potential includes just about anyone who accesses the internet.

The information that can be collected from you and I as we use the internet can tell an interested party a lot about your interests, what kind of business you are in, your religious views and your political affiliations. Powerful analytical tools are available to take large volumes of search information and translate that into profiles that would be of great interest to the government and to marketers who would love to be able to target specific populations for sales.

For Google, this information has significant value to them as they fine tune their search engine methodologies. They can methodically analyze this data to draw conclusions about how their search tools are working and how they should update the formulas that drive those tools to be more in step with how the internet audience is using cyberspace. Yes, this is taking advantage of their already dominant position to secure that position and make their toolset even more capable of staying ahead of the game. But we really cannot fault Google for using this data in that way. That is just good business.

It turns out then that Google's protective posture when it comes to that massive database of search information serves their purposes extremely well. If they can keep this mountain of very specific data secure and proprietary, it represents a trade secret of tremendous value to Google to help them maintain their market superiority for a long time to come.

This is a case of the needs of the market serving the public good well. For as Google protects our search information so only it can benefit from such knowledge, they also are protecting our privacy from the prying eyes of overenthusiastic government agencies, hackers, marketing campaigns and even the terrorists who could use that information for insidious purposes. Therefore we can be thankful that Google jealously guards this data for its own uses because in the process, they are protecting us along the way.

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